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The present invention relates to the use of wax-coated pigment granules as colorants in electrophotographic toners and developers, powder coating materials, inkjet inks, electret fibers, and color filters, wherein the coated pigment granules have a particle size of between 0.05 and 5 mm and a wax content of from 1 to 50% by weight, based on the overall weight of the coated pigment granules.